

## **Colin Guinn, CRO 3D Robotics**

Colin joined 3D Robotics in 2014 after co-founding and serving as CEO of DJI North America, where he helped develop the first ready-to-fly consumer drone (the Phantom). He's one of the most interviewed experts on UAV technology in the world, and has been featured at premier industry conferences and in countless top-rated publications and newscasts, including *60 Minutes*, *TechCrunch*, *Fox* and *Fast Co*. At 3DR he is responsible for sales and marketing, strategic product development, and maintaining his role as a prominent advocate for the company and the industry at large.

Colin's uniqueness to the aerial cinematography world is that he understands the technology in two dialects: the granularity necessary to communicate to an engineer, and the simple, digestible language that's interesting to the average consumer. His excitement for this technology is palpable and contagious and puts UAVs in the light they deserve: powerful tools that help humanity in myriad ways, from sustainability to the creative arts to agriculture to capturing family vacations.

Colin has been foundational in propelling the global consumer drone market. His passion for UAVs and aerial cinematography began nearly a decade ago when he created a company that specialized in producing aerial photography marketing materials for luxury homebuilders. At that time he designed and built his own custom radio-controlled helicopters and specialized gimbals. This work led to the creation of his aerial cinematography company Avean Media, where Colin grew into one of the world's top UAV flight and design experts.

He lives with his family in Austin, Texas.